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91471



## Level 3 Home Economics, 2014

# 91471 Analyse the influences of food advertising on well-being

9.30 am Wednesday 19 November 2014 Credits: Four

Achievement	Achievement with Merit	Achievement with Excellence
Analyse the influences of food advertising on well-being.	Analyse, in depth, the influences of food advertising on well-being.	Analyse comprehensively the influences of food advertising on well-being.

Check that the National Student Number (NSN) on your admission slip is the same as the number at the top of this page.

#### You should attempt ALL the questions in this booklet.

If you need more room for any answer, use the extra space provided at the back of this booklet.

Check that this booklet has pages 2–15 in the correct order and that none of these pages is blank.

YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.

TOTAL

#### **INSTRUCTIONS**

There are three questions in this examination. For EACH question, you are required to analyse comprehensively the influence of a food advertisement on people's food choices and well-being.

#### **QUESTION ONE: MOTHER EARTH PINGOS**

Study the advertisement below and refer to it, as well as your own knowledge and skills, to support your analysis when answering (a)–(c) on pages 3–5.				
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Source: http://www.motherearth.co.nz/nz/our-range/pingos/ (accessed 28 May 2014).

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Part (b) continues on the next page

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### QUESTION TWO: ANCHOR TM FAST START TM BREAKFAST

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Source: NEXT Magazine, Feb 2014.

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Challenge the messages conveyed by the techniques and features in the advertisement, using reasoned argument.	
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#### **QUESTION THREE: LEAN CUISINE**

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Source: Marie Claire Magazine, Oct 2013.

De	escribe the techniques used in this advertisement.	AS L
yoı	rcle and number the features on the advertisement that indicate the use of the techniques u have described in (a).	
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you Ex	u have described in (a).  Iplain <b>how</b> AND <b>why</b> these features convey both the implicit and explicit messages of the	
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Part (b) continues on the next page

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Explain <b>why</b> this advertising approach has been used and <b>how</b> it influences people's food choices and well-being.							
Challenge the messages conveyed by the techniques and features in the advertisement, using reasoned argument.							
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